

## ORDER



**Orders**  
**Order / Rev:** 184942  
**Alt Order #:**  
**Product Desc:** Democratic Congressional Campaign Co  
**Estimate:** 1473  
**Flight Dates:** 09/25/12 - 10/01/12  
**Original Date / Rev:** 08/28/12 / 08/28/12  
**Order Type:** GENERAL

KMGH

**Primary AE:** David Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency**  
**Name:** Great American Media  
**Buying Contact:**  
**Billing Contact:** Dan Nagelberg  
 1010 Wisconsin Avenue NW  
 Washington DC, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Issue/DCCC  
**Demographic:** A25-54  
**Product Codes:** PL23-Issue/Prop  
**Priority:** P2  
**Revenue Codes:** POL, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	32	\$45,375.00	\$38,568.75
10/01/12	10/01/12	10	\$12,350.00	\$10,497.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	32	\$45,375.00	\$38,568.75	0.00
October 2012	10	\$12,350.00	\$10,497.50	0.00
<b>Totals</b>	<b>42</b>	<b>\$57,725.00</b>	<b>\$49,066.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	09/25/12	10/01/12	GMA M-F 7-9A / KMGH CA GMA M-F 7-9A	CA	7A-9A	MTWTF--	:30	4	\$850.00	P2	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			4		\$850.00		0.00				
N 2	KMGH	09/25/12	10/01/12	9a-930a Right This Minute 9a-930a Right This Minute	CA	9a-930a	MTWTF--	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			2		\$500.00		0.00				
N 3	KMGH	09/25/12	10/01/12	930a-10 Right This Minute 930a-10 Right This Minute	CA	930a-10a	MTWTF--	:30	3	\$500.00	P2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			3		\$500.00		0.00				
N 4	KMGH	09/25/12	10/01/12	The View THE VIEW	CA	10A-11A	MTWTF--	:30	3	\$1,000.00	P2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			3		\$1,000.00		0.00				
N 5	KMGH	09/25/12	10/01/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	MTWTF--	:30	2	\$800.00	P1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			2		\$800.00		0.00				
N 6	KMGH	09/25/12	10/01/12	The CHEW The CHEW	CA	1157A-1P	MTWTF--	:30	2	\$600.00	P1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Alt Order #:  
Flight Dates: 09/25/12 - 10/01/12

Advertiser: Issue/DCCC  
Product Desc: Democratic Congressional Campaign Co  
Estimate: 1473  
**KMGH**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KMGH	09/25/12	10/01/12	The CHEW The CHEW	CA	1157A-1P	MTWTF--	:30	2	\$600.00	P1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--		2			\$600.00			0.00			
N 7	KMGH	09/25/12	10/01/12	M-F 2-3PM Rotator M-F 2-3PM Rotator	CA	2-3pm	MTWTF--	:30	3	\$500.00	P2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--		3			\$500.00			0.00			
N 8	KMGH	09/25/12	10/01/12	Katie M-F 3-4pm M-F 3-4pm	CA	3-4pm	MTWTF--	:30	2	\$700.00	P2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--		2			\$700.00			0.00			
N 9	KMGH	09/25/12	10/01/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P	MTWTF--	:30	2	\$800.00	P1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--		2			\$800.00			0.00			
N 10	KMGH	09/25/12	10/01/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	MTWTF--	:30	4	\$1,000.00	P2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--		4			\$1,000.00			0.00			
N 11	KMGH	09/25/12	10/01/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	MTWTF--	:30	3	\$3,400.00	P1	0.00	NM	3	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--		3			\$3,400.00			0.00			
N 12	KMGH	09/25/12	10/01/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P	MTWTF--	:30	1	\$3,400.00	P1	0.00	NM	1	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--		1			\$3,400.00			0.00			
N 13	KMGH	09/25/12	10/01/12	Jimmy Kimmel Jimmy Kimmel	CA	11:03P-12:07A	MTWTF--	:30	2	\$400.00	P2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--		2			\$400.00			0.00			
N 14	KMGH	09/25/12	10/01/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	MTWTF-S	:30	1	\$2,600.00	P1	0.00	NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF-S		1			\$2,600.00			0.00			
N 15	KMGH	09/25/12	09/25/12	ABC Tue C ABC Tue C	CA	9P-10P	-T-----	:30	1	\$8,000.00	P2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/25/12	10/01/12	-T-----		1			\$8,000.00			0.00			
N 16	KMGH	09/29/12	09/29/12	ABC GMA SAT GMA SAT	CA	Sat GMA 6A-7A	-----S-	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S-		1			\$300.00			0.00			
N 17	KMGH	09/29/12	09/29/12	7-9a Sat Morning News 7-9a Sat Morning News	CA	7A-9A	-----S-	:30	1	\$650.00	P1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S-		1			\$650.00			0.00			
N 18	KMGH	09/29/12	09/29/12	SAT LF 1037P SAT LF 1037P	CA	1037P-1137P	-----S-	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S-		1			\$125.00			0.00			
N 19	KMGH	09/30/12	09/30/12	ABC GMA SUN GMA SUN	CA	Sun GMA 6A-7A	-----S	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S		1			\$300.00			0.00			
N 20	KMGH	09/30/12	09/30/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A	-----S	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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**KMGH**

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N20	KMGH	09/30/12	09/30/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A	-----S	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/25/12	10/01/12	-----S		1		\$350.00		0.00					
N21	KMGH	09/30/12	09/30/12	SUN 4PM 4PM - SUN	CA	4P-430P	-----S	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/25/12	10/01/12	-----S		1		\$300.00		0.00					
N22	KMGH	09/30/12	09/30/12	ABC Sun C ABC Sun C	CA	8P-9P	-----S	:30	1	\$10,500.00	P1	0.00	NM	1	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/25/12	10/01/12	-----S		1		\$10,500.00		0.00					
Totals														42	\$57,725.00